

PROJECT INFORMATION FORM

Organization Name Del Mar Fairgrounds	
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Title Resource Conservation Coordinator	Email Address nstrauss@sdfair.com
Grant Period:	
Project Type	
<input type="checkbox"/> Schools <input checked="" type="checkbox"/> X Large Venue <input type="checkbox"/> Multi-family Dwellings <input type="checkbox"/> Businesses <input type="checkbox"/> Bar & Restaurant <input type="checkbox"/> Fitness Facilities <input type="checkbox"/> Entertainment/Hospitality Venue <input type="checkbox"/> Other _____	

Project Description

Project Summary

The Del Mar Fairground's initial Resource Conservation Program began in 1985 with office paper recycling. We thought we could save a few trees. In 1990, the Fairgrounds adopted a Resource Conservation Policy, largely in response to Assembly Bill 939 that supported recycling and conserving natural resources. Our management, staff, year-round Lessees, promoters and Fairtime exhibitors all participate in our recycling program. With their help we were able to divert over 91% of our solid waste in 2005 and save the Fairgrounds over \$1,000,000 in landfill fees and earned revenue.

On a year-round basis staff source separates 30 products for recycling or composting. In addition, staff is encouraged to bring recyclables to the Fairgrounds such as: paper, beverage containers, boxes, and cell phones. The Fairgrounds grass-cycles the grass part of the race track for a total of 204 tons of material.

The recycling program would not be what it is today without the help of supporters and grant funding from the California Department of Conservation and the California Integrated Waste Management Board for recycling equipment. The grants have given the Fairgrounds recycling containers, service carts and a baler that were needed to expand and continue the recycling program.

Goals

It became our goal to divert as much material from the landfill as possible and to eventually reach the AB 939 reduction requirements of 50% by the year 2000. It was surpassed in 1990 when our animal bedding and manure was hauled to a local composter. Since then, the Fairgrounds Board of Directors has adopted a goal of "Zero Waste or Darn Close" and staff continues to look for new ways to bring us closer to this goal. What was considered trash in the past by the Fairgrounds is now considered "resources".

Project Location

The Del Mar Fairgrounds consists of 400 acres and is owned and operated by the 22nd District Agricultural Association, an agency of the State of California. Approximately 3 million people visit the Del mar Fairgrounds each year. Guests attend the annual San Diego County Fair, Del Mar National Horse Show, Del Mar Thoroughbred Race Meet, Enviro Fair and hundreds of other events held here. Located on the coast of San Diego County in the City of Del Mar, the Fairgrounds staff are well aware of it's obligation to the environment. In addition to recycling and waste reduction, the Fairgrounds has reduced its use of energy by 15%, installed one megawatt of solar energy, uses 66 acre feet of reclaimed water instead of drinking water on its landscape, reduced its sewer impact by composting the pre-consumer food from the kitchens and installed skylights in its new "Wyland Center" building to take advantage of our sunny southern California weather and save electricity.

Community Needs

As stated above, approximately 3 million people visit the Fairgrounds each year. Many of our visitors bring beverage containers from home or purchase them on the Fairgrounds. At the Fairgrounds we are trying to match every trash can with a recycling container to make it convenient for our patrons to recycle.

Although there is a need for our community to recycle a variety of products, the fairgrounds limits what can be brought here for recycling to beverage containers and does not offer a refund to customers. This does not completely eliminate things left behind from the variety of events held on the grounds such as carpet, paint, etc.

Staff works with local Cities to bring E-Waste and Household Hazardous Waste collection events to the Fairgrounds for the community.

CRV Collection

The Del Mar Fairgrounds is a CRV Community Service Program and, therefore, receives a higher rate for the beverage containers we collect. Tons of CRV bottles and cans are collected annually. The largest impact is during the Fair and during the live horse racing meet in the summer months. In 2005, staff collected 2.39 tons of aluminum cans, 13.15 tons of PET plastic (mostly water bottles), 65.6 tons of glass bottles and earned \$34,760. in combined revenue. As you can see it pays to recycle!

Problems/Solutions

One of the problems with being such a large facility is we have a lot of ground to cover. Our goal has been to provide a recycling container next to every trashcan on the grounds. To help us with the cost of this endeavor the Fairgrounds has applied for grants from the California Department of Conservation for recycling bins and service carts. The Fairgrounds is truly thankful for the grant funding to help achieve our recycling goal.

Promotional/Educational Components

The Recycling Department works with fairgrounds staff to ensure that all Departments are kept abreast of any changes in the current recycling program procedures.

The recycling containers have wording imprinted on them identifying them for beverage containers. The Fairgrounds staff has created a sign holder which supports a sign above the container with pictures of the products and reasons to recycle. During our annual San Diego County Fair we have announcements to encourage our patrons to recycle.

The Fairgrounds has also created an annual event called "The Enviro Fair" to be held June 16 & 17, 2007. This event offers the public information about the importance of recycling, buying recycled content & environmentally friendly products, green building, pollution prevention and conservation topics. There are exhibitors with environmental friendly products, non-profit organizations with important information, informative speakers and a recycled art competition. Entrance is included with admission to the San Diego County Fair.

Implementation Schedule

Our recycling program started in 1985 with office paper and as technologies allowed for recycling of more materials, we simply started source separating the products for recycling. We currently recycle or send to compost 30 different materials. Our ability to haul our own trash easily transitioned into hauling our recyclables too! The products listed below are mostly generated by the fairgrounds, although, we do deal with some illegal dumping of materials such as appliances, deconstruction materials, etc. I feel it is important to say, "We do not allow people to bring in any of the following products except for beverage containers".

Products include the following:

Universal Waste	Metals	Paper products
E-Waste	Appliances	Cardboard
Hazardous Waste	Construction and Deconstruction debris	Animal bedding and Manure
Beverage Containers	Scrap Wood	Pallets
Tires	Toner cartridges	Green discards/trimmings

Cost

Budget (estimated)

Personnel	\$ 316,137
Equipment	\$ 41,180
Operating Expenses	\$ 13,000
TOTAL EXPENSES	\$ <u>370,317</u>

Note: Hauling costs are not included as the material would be hauled to a landfill if not sent to be recycled. There is an actual savings by hauling materials to be recycled or composted.

Other funding resources

The annual financial benefit of recycling and composting over 91% of our waste stream is over 1 million dollars annually. In addition, The California Department of Conservation grants and a grant from the California Integrated Waste Management Board have truly been instrumental in the Fairgrounds ability to purchase much needed equipment and to move forward with this important program. Most recently, the Fairgrounds was awarded a grant from the CA Dept. of Conservation in the amount of \$45,000 for beverage container recycling for which the Fairgrounds are most appreciative.

Project Achievements

Benefits/Accomplishments

As stated in the beginning, in 2005 alone, the Fairgrounds diverted 26,558 tons of materials and saved the Fairgrounds over 1 million dollars. The benefits to our recycling program are: saving landfill space, saving money, saving energy by recycling and supplying material for use as recycled content for new products or as compost.

The recycling program has been recognized with 15 awards. Of these awards are the Western Fairs Association Merrill Award for "Superior Achievement for Environmental Awareness and Recycling" and the California Resource Recovery Association Award for "Zero Waste Achievement". Nothing like an award for good media attention!

The Fairgrounds has long been considered a leader in recycling and waste reduction and its program a model for others to follow.

For more information go to www.sdfair.com and click on about us.